



## **WHAT IS POSSIBLE FOR YOU:**

**A business where you have all the GREAT clients you want, and they find you with ease and they are grateful for you!**

I've used these techniques to bring in over \$20,000,000 in sales. I know they work. And I've shared these tools with many clients who have consistently raised their rates and increased their income by integrating these practices in their business.

One of the biggest challenges facing busy people, LIKE YOU, is there is almost too much information out there, but not enough CLARITY for your specific business situation.

How do you take this information and have it apply EXACTLY to your business? That is what we are going to do here.

One other **MOST IMPORTANT** note: it can be challenging to do this work on your own. You need to put this into action. Information without ACTION won't make a big difference in your business. If you like these ideas, but are a little challenged about how to implement them, let's talk. I'm offering a **FREE Business Breakthrough Session**, by phone, when you're ready to put these into action.

## **3 Secrets to Attract GREAT New Clients**

To attract GREAT new clients, there are 3 simple, but not-often-done, pieces of work that YOU need to do. Doing this work will separate you from the great mass of other people who have not been this thoughtful about their business, its impact and their clients. Here are the 3 Secrets:

1) Get CLARITY about the **IMPACT** that you provide to your clients.

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FRAMEWORK**



- 2) Get CLARITY about WHO your **IDEAL CLIENTS** are. Describe them in detail. How does it *feel* to work with them?
- 3) Get CLARITY about what other businesses or people already serve your IDEAL CLIENTS. And then, your task is to entice them to put you in front of their clients.

These are your **IDEAL PARTNERS**.



Why are these 3 things in this order? Can I go talk to Partners first?

If you think you are ready to talk to Partners, go ahead. But, you are best served if you can tell them who your Ideal Clients are, i.e. **which** of their clients will be a best-fit for you. Not all of their clients are your Ideal Clients.

And it helps to be very clear about your IMPACT when you recruit Partners. You can work on these in any order, but it works best when you are clear about all 3 before really going public. Besides, this shouldn't take a lot of time - rather it requires some good, attentive, quiet time where you can really dive deep and answer these questions with feeling.

Ready to dig in?

Let's get started!





## **1 - YOUR BUSINESS IMPACT \***

“When you define your Business Impact, you develop a competitive advantage that’s very hard to beat and you create powerful attractor energy that begins bringing you Ideal Clients and Ideal Partners. Most business people can tell you the business they are in, but that is far different from stating the impact that the client receives from you.

For example: You need a plumber, you look in the Yellow Pages and see two ads. One for a plumber who does piping, water heaters, etc. The second ad says “We give your family peace of mind in your home water systems.” Which one are you more likely to call?

What does Business Impact mean? It means you consider all the ways your work will serve and benefit the client, their work and their lives. (If you can’t see the beneficial impact of your business on clients, you need to find another business. Life is to be enjoyed, and work is such an important part of our lives.)

A simple yet challenging question is: What is your business? A quick answer may be descriptive, but a better answer can really inspire you and new clients that are looking for what you provide.

We are exposed to thousands of messages every day. How will your message rise above the clutter and noise to reach your clients? Using the Law of Attraction, you need to be clear, share your message consistently and power it with *emotional energy*. Your message should focus on the benefit and impact that the client wants to receive.

Why should a client choose you versus a competitor? Without knowing your Business Impact, getting business is simply the “luck of the draw,” you’ll win some and lose some. If you want to earn more business, you need to be clear about your Impact.

When you are clear about your Impact, and excited about delivering it, clients pick up on your enthusiasm and enjoyment. It makes a better buying

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experience for them.

This OnLine exercise will help you go from a simple statement of “what your business is” to a powerful attractor statement of “what’s in it for the client.” Play the .mp3 recording under the book cover image.

To go to: Business Impact Statement Generator, follow this link:

<http://www.earthandlight.com/your-business-and-its-impact/>

Take a breath, read the next statement aloud, breathe and read it again.

“I am grateful for my clients. I enjoy the Impact my work delivers to them. People are served by me and the work I do. What I do contributes to other lives and other businesses and helps the whole inter-connected planet work.”

Close your eyes and imagine the energy of these words going out into the world.

Doesn't that feel GOOD?

You enliven your business by looking at the impact that you provide and what impact you get out of it too. If you focus only on the client, you leave yourself out. You want it built in to your plan that YOU get to prosper, and enjoy all the rewards that you would hope for any client, associate or friend. Imagine: All business people are clear about their Impact and they are thrilled about the service they provide.

**WOW!**

There would be billions of loving touches and tons of grateful energy going out every day in workplaces all around the world.

That is what you are part of creating.

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**2 - IDEAL CLIENTS \***

Who is most able to receive the impact that you want to offer? Who will value it the most? The answer is: Your Ideal Clients.

The owner of business A has 20 “Ideal” clients, works 30 hours a week, loves his work and earns \$100,000 a year. The owner of business B has 40 clients, some good, some not so good, works 50 hours a week, makes \$80,000 and is not so happy. Which business do you like?

Moving forward using the Law of Attraction, you specify and attract the clients you prefer to work with. This creates a **HUGE** difference to you in terms of less energy out and more joy and income in.

How do you define Ideal Clients? Start by looking at the clients you enjoy and value most. What is it specifically that you enjoy and value? It might be things like: they pay quickly, don't haggle, they're friendly and appreciate you, they refer new clients, they are within a 50 mile radius of the office, with 50-100 employees, they generate \$5,000 of business for you per year. It's up to you!

Don't forget to add **emotion** as the fuel to power your desires. How does it *feel* to work together? For you and for them? Do you want joy, fun, mutual admiration, collaboration, laughs? Attract Ideal Clients with this exercise:

To go to: Attracting Ideal Clients exercises, follow this link:

[http://www.earthandlight.com/Attracting Ideal Clients](http://www.earthandlight.com/Attracting_Ideal_Clients)

**You can have more than one type of Ideal Client.**

In my Energy Conservation business, I have different Ideal Client profiles for Commercial, Industrial, Retail and Institutional sectors.

## **CLIENT ATTRACTION FRAMEWORK**



Why put energy into attracting anything less than Ideal Clients? You know what you get *without* an Ideal Client Profile; the good, the bad and the ugly. You know less-than-ideal clients take a lot of time and energy, don't pay on a timely basis and don't really value you. They communicate poorly and create extra work. Well, this is what happens until you are very **Specific** about your Ideal Clients. Make it easy for the Universe to deliver them to you.

### **3 - IDEAL PARTNERS \***

The next questions: Who already has your Ideal Clients? What partners can introduce you to your Ideal Clients so you start on a "warm" call not a "cold" call? With clarity of Ideal Clients and Ideal Partners you have the ***easiest, most leveraged, powerful and effective way to generate new clients.***

Who has your Ideal Clients? Who has been serving them for 5-10 years? Are there Associations, Trade Magazines and Conferences for your Ideal Clients? Are you getting an inkling of the power of this already? To dig deeper into this, and prepare for a great Partner meeting, here is a Partner Meeting Prep form I use to help my get ready for new Partner meetings.

We use the Four A's: Alignment, Approach, Agreement and Action. If you are well-prepared using this form, you'll have a GREAT partner meeting:

To download this form, follow this link:

[Partner Meeting Preparation](#)

### **Next Step: Creating Partner Programs**

## **CLIENT ATTRACTION FRAMEWORK**



### **Creating Partner Programs**

Once you have identified Ideal Partners, contact them and create mutually beneficial relationships. The most important thing is the incentive- what's in it for them? It could be financial or you help them offer greater service to their clients, or a bit of both. Maybe you swap leads?

They need to know what you deliver to their clients. They need to be confident that you deliver it well. You need to remove your Partner's risk of introducing you to their clients. You need to remind them often of their incentive and which of their clients are Ideal for you.

Create a simple program to make it easy for them to work with you. You drive this program. It's more important for you than them. Once you have a program for a Partner, minor tweaking can create one for another Partner in another field.

It's amazing when you start to think and work in this way. Almost everyone can be a partner. The challenge is not in finding new partners. It is more in selecting the few who will get your attention and that will attract the best results with the most leverage for you.

## **SUMMARY** and questions/answers

This information is not rocket science (I know, I actually studied rocket science) but it does require some time, attention and maybe, some new thinking. It also involves being willing to check in deeply with yourself. And it involves using your IMAGINATION and some FAITH to create something that is ***not*** currently now here in your life or in your business.

I have had the great fortune of having wonderful Mentors, Professional Coaches and Transformational Teachers in my business life over 30 years

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As you start to use this and customize your DREAM business using these tools, feel free to be in touch with me to get some help.

***Why am I giving this away for FREE?***

Answer 1: I want to see more heart-based business going on in the world

Answer 2: I want to get your attention

***Why am I not even asking for an OptIn before giving away this download?***

What am I, STUPID?

Answer: I know just about everyone would say “you must get an email in exchange for giving away valuable content.”

But I want YOU to decide if this content has value for YOU.

I’m not going to be arrogant enough to say “Wow, this stuff is so good, you need to give me your email first.”

If this resonates with you, maybe you’ll complete the OptIn. Maybe you’ll request a FREE SESSION. Maybe you’ll share this with someone else.

I don’t know what will happen, but I trust that the right clients are on their way to me and signing up for my programs.

I wish the same for you!

Best of Success!

Kevin

\* Excerpted from “**Energize Your Business with the Law of Attraction**”



## **BONUS SECTION**

### ***The Law of Attraction***

“You are sending out energy all the time. This energy rides out on your thoughts, words, action and emotions.

You direct this power by where you put your attention“

Remember these key concepts and practices about The Law of Attraction:

- The more you Think, Speak and Act about something,  
the more you will attract it
- The more Attention you give to something,  
the more you will attract it
- The more Emotional Energy you put into something  
the more you attract it
- The more CLARITY you have about something  
the more you will attract it
- Gratitude accelerates the process
- Sharing GOOD NEWS attracts more.

Where have you been putting the energy and attention of your thought, word and action?

What are you giving your Attention to?

What emotional energy is most present in your life now?

Are you bringing CLARITY to what you are desiring to create in your life?

Are you being GRATEFUL?

Are you sharing GOOD NEWS?

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## **SPECIAL OFFERS**

To learn about special offers, Free Coaching Sessions and to hear about future offers, go to:

<http://www.earthandlight.com/>

home of ENERGIZE YOUR BUSINESS PROGRAMS.